

W
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2004
Annual
Report

Washington WIC



WIC opens the door to a healthy future

WIC Good for babies

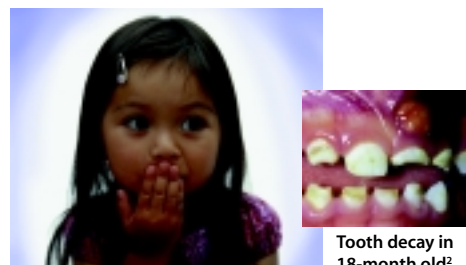
Promoting healthy habits early, when they make the most powerful difference in the lifelong health of a child, is what WIC is all about.



With WIC's help, parents are more likely to succeed at breastfeeding. And through its close links to Maternity Support Services and Infant Case Management, WIC helps assure pregnant women receive the in-depth education and referrals they need.

Everything WIC does focuses on helping families seize the opportunity to give their babies a healthy start - keeping the promise and potential of a bright future alive.

- Breastfed babies have lower rates of infections, asthma, and childhood obesity.¹
- Preventing decay in baby teeth is critical to overall good health. WIC staff help prevent early childhood caries and future dental problems by screening for early signs of poor oral health and referring for dental care by age one.



Tooth decay in 18-month old²

WIC Good for kids

Nutrition Facts	
Serving size: One month of WIC foods	
% Daily Need*	
Protein	100%
Vitamin A	100%
Vitamin C	100%
Vitamin D	74%
Folic Acid	94%
Calcium	100%
Iron	100%
* Based on children age 3-5	

Parents choose WIC because they want their children to succeed. WIC provides foods rich in key nutrients known to be inadequate in the diets of children in lower income families. The right foods at the right time promote optimal growth and development and prevent conditions like iron-deficiency anemia.

With WIC, parents and children learn together to eat healthy and stay active, setting the stage for success in school and life.



WIC Improving lifelong health and nutrition for 30 years

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is an integral part of Washington's public health system. With each new eligible family WIC reaches, public health grows stronger and more effective in the fight against obesity and other debilitating and life-threatening conditions.



WIC Good for families and communities

Rent. Utilities. Food. For families living at the poverty level, meeting basic needs is challenging and means making difficult choices. One unexpected expense can put them in financial crisis. With WIC's help, parents can provide their kids with the nutritious foods they need to stay healthy.

Like the communities they live in, families eligible for WIC are ethnically and culturally diverse. To reach them, WIC provides services in more than 50 languages at many easy-to-access locations such as military bases and migrant and tribal health centers.

- The monthly income for a family of three living at the poverty level is \$1,307.
- 67% of WIC families have income from employment, though a majority still live at or below the poverty level.³
- 10,991 women and children on WIC serve in the armed forces or live in military households.



Bills	
✓ Rent - \$575	
✓ Heat + lights - \$75	
✓ Gas + Car Insurance - \$105	
✓ Phone - \$35	
✓ Child Care - \$350	
✓ Food - \$200 \$150	
Total - \$1,340	Car repair - \$82
\$1,290	
Pay - \$1,305	

WIC Good for the economy

WIC strengthens local economies through grocery store sales that have exceeded a billion dollars over the past 30 years, and by boosting sales of locally grown fruits and vegetables through the Farmers Market Nutrition Program.



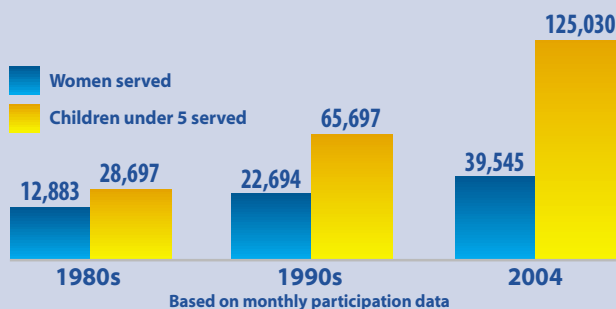
WIC also prevents costly health care problems. For example, providing WIC to pregnant women cuts the rate of very low birthweight babies by nearly half.⁴ An average hospital stay for these babies costs \$150,000, and many are born with lifelong conditions like developmental delay and cerebral palsy.⁵

Washington WIC Strengthening local economies for 30 years

Grocery store sales \$1,130,000,000

Health care cost savings \$700,000,000⁶

Total \$1,830,000,000



WIC

Good for the future



WIC is a powerful force for change, helping to create a healthy future for babies, kids, families and communities.

"I started with WIC in 1979. What I remember most was the welcoming and open attitude of the staff. WIC was conveniently located in the health department where I could schedule well-child appointments with WIC visits under the same roof. I appreciated the nutrition education and foods WIC made available to our family."

Today my sons are in their early twenties. Both are caring, intelligent, and hard-working young men with a bright future. Ben is currently working on his Ph.D. in biochemistry, and Joe is an engineering student at UW. As a mother, I'm grateful to WIC for their support during those important early years."

Mary V., Bellingham

"Investing in WIC is good medicine to assure a strong productive America in the years to come."

T. Berry Brazelton, M.D.,
Professor of Pediatrics, Emeritus
Harvard Medical School
Founder, Brazelton Touchpoints Center



PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON

Performance highlights 2004

WIC contributed \$103,500,000 in grocery store sales

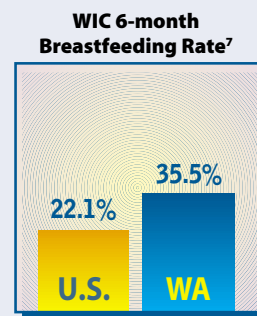
WIC families purchase milk, eggs, cheese, peanut butter, juice, infant formula, low-sugar/high-iron cereals, and dried beans, peas and lentils at more than 750 grocery stores statewide.

WIC served 268,000 women, infants and children

With an increase of 8,600 clients, WIC served more eligible women and children than ever before.

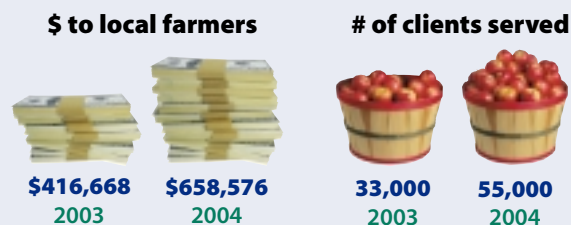
Leading the way in breastfeeding

The 6-month breastfeeding rate for WIC mothers in Washington is significantly higher than the national average.



Farmers Market Nutrition Program reaches more

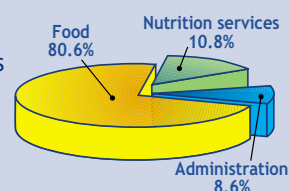
Thanks to increased federal funds and support from our community partners, more WIC families are eating locally grown fresh fruits and vegetables, and more farmers are benefiting from the program.



2004 WIC funding

- Federal funds - U.S. Dept. of Agriculture: \$106.2 million
- Infant formula manufacturer rebate: \$24.8 million
- State funds: \$1.2 million
- Local government funds
- Community contributions

How WIC funds are spent

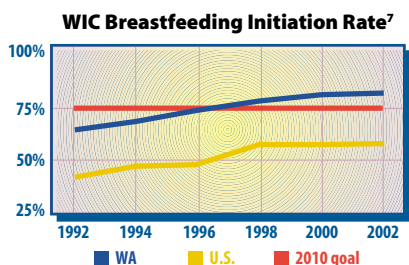


WIC is public health

Prevention and Promotion

Promoting healthy choices early produces powerful lifelong benefits

WIC offers families fun, flexible and engaging ways to learn to eat healthy and stay active. Developing healthy habits in pregnancy and in a child's early years helps prevent costly and debilitating chronic conditions like diabetes, heart disease and obesity.



Staying focused on breastfeeding

The national *Healthy People 2010* goal for breastfeeding initiation is 75%. Washington WIC achieved this goal in 1997 and continues to improve.

Environmental Health

Families learn to reduce health risks

WIC promotes healthy habits that go beyond nutrition and physical activity. Environmental risks are also addressed. For example, parents learn the risks of tobacco use and secondhand smoke and are referred to quit-smoking programs, and families learn to prepare food safely to prevent food-borne illnesses.

Communicable Disease

WIC strengthens Washington's immunization efforts

Fifty WIC agencies in 29 counties forged a model partnership with the state's immunization program to update the records of more than 25,000 children. As a result of this collaboration, the immunization registry is now more complete than ever before.



Access

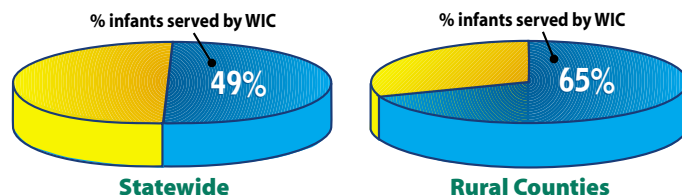
WIC is a gateway to other services

Through its broad network of local partners, WIC helps communities achieve their public health goals. With more than 225 clinics statewide, WIC is near where people live and work, making it easier for families to access WIC and other services they need to stay healthy.



1.2 million times last year, WIC staff discussed these services with families and provided the information and support needed to access them successfully.

WIC served nearly half of infants born in Washington in 2004



Assessment

WIC is a rich source of public health data

WIC is an important source of demographic and health-related data about pregnant women and young children in Washington. Community health programs use these data for planning, assessment, evaluation, and to secure and sustain grant funding.

¹ U.S. Department of Health and Human Services. HHS Blueprint for Action on Breastfeeding, Washington, D.C., DHHS, Office on Women's Health, 2000.

² Photo provided by Dr. Chris Delecki, Odessa Brown Children's Clinic.

³ Washington WIC Client Information Management System (CIMS), household income at or below 105% of federal poverty level.

⁴ Early Intervention: Federal Investments Like WIC Can Produce Savings. Washington, DC: US General Accounting Office; 1992. GAO/HRD Publication No. 92-18.

⁵ March of Dimes®, "Prematurity - the answers can't come soon enough," http://www.marchofdimes.com/prematurity/5415_8612.asp

⁶ Mathematica Policy Research: The savings in Medicaid costs for newborns and their mothers from prenatal participation in the WIC program. Prepared for U.S. Department of Agriculture, Food and Nutrition Service, October 1990.

⁷ "Mothers Survey, Ross Products Division, and Abbott Laboratories." 2003 - Abbott Laboratories.

⁸ MSS (Maternity Support Services) provides pregnant women who have Medicaid coverage with assessment, education, intervention and counseling.

Contact us

Visit www.doh.wa.gov/cfh/wic to find more information about Washington WIC, a copy of this report, and WIC county profiles, or call 1-800-841-1410 and press 0, or write PO Box 47886, Olympia WA 98504-7886.

For persons with disabilities, this document is available on request in other formats.

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WIC is an equal opportunity program.

